AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims in the application.

LISTING OF CLAIMS

1.   (Currently Amended) A method ~~of providing retailer information to a remote customer,~~ comprising ~~the steps of~~:

providing an internet site hosted by at least one computer server in communication with a remote customer computer through a computer network;

communicating with said at least one computer server through said internet site;

transposing an actual image of a retail environment as a navigable image within said internet site;

providing functions to navigate said navigable image within said internet site; and

providing customer selectable links within said navigable image for providing detailed information of a particular retailer of said retail environment.

2.   (Currently Amended) The method of ~~providing retailer information to a remote customer of~~ claim 1, further comprising ~~the steps of~~:

transposing an actual image of an interior of said particular retailer as an alternative navigable image within said internet site; and

providing customer selectable links within said alternative navigable image for providing detailed information of a particular retailer.

3. (Currently Amended) The method of ~~providing retailer information to a remote customer of~~ claim 1, further comprising ~~the steps of~~:

providing customer selectable links within said navigable image for providing detailed information of particular goods of a particular retailer.

4. (Currently Amended) The method of ~~providing retailer information to a remote customer of~~ claim 2, further comprising ~~the steps of~~:

providing customer selectable links within said alternative navigable image for providing detailed information of particular goods of a particular retailer.

5. (Currently Amended) The method of ~~providing retailer information to a remote customer of~~ claim 1, wherein said retail environment is a downtown area of a community.

6. (Currently Amended) The method of ~~providing retailer information to a remote customer of~~ claim 1, wherein said retail environment is a shopping center.

7. (Currently Amended) The method of ~~providing retailer information to a remote customer of~~ claim 1, wherein said retail environment is a strip mall.

8. (Currently Amended) The method of ~~providing retailer information to a remote customer of~~ claim 1, further comprising ~~the step of~~:

providing a purchasing interface whereby the remote customer may arrange for remote purchase of one of goods and services.

9.   (New) The method of claim 1, wherein said transposing an actual image includes providing a customer perspective and said providing functions to navigate includes allowing a customer to virtually walk through said retail environment.

10.   (New) A method comprising:

scrolling lineal images as a navigable image within an internet site; and

communicating between a remote computer and said internet site to navigate said navigable image and select links within said navigable image.

11.   (New) The method of claim 10, wherein said scrolling lineal images includes transposing an actual image as a navigable image.

12.   (New) The method of claim 10, wherein said links provide detailed information for goods, services or a business.

13.   (New) The method of claim 10, wherein said communicating includes purchasing goods or services.

14.   (New) A method comprising:

scrolling images of an actual location as a navigable image on a website; and

navigating said navigable image in a linear manner by communicating commands from a remote computer to a server computer hosting said website.

15.   (New)   The method of claim 14, wherein said scrolling images includes transposing an actual image as a navigable image.

16.   (New)   The method of claim 14, further comprising selecting links within said navigable image to provide detailed information for goods, services or a business.

17.   (New)   The method of claim 14, further comprising purchasing goods or services from said website by selecting a link within said navigable image.